

In the Specification:

Between paragraphs 0002 and 0003, please insert the following:

Reference to Computer Program Listing

The file of this patent application includes duplicate copies of a compact disc with a file called "090775code.txt", created on August 13, 2004, and having a size of 92,072 bytes (92,160 bytes on disc), which is hereby incorporated by reference.

Please amend paragraph 0316 as follows:

[0316] The foregoing portions of this description detailed a preferred steganographic implementation (see, generally, Fig. 2 and the text associated therewith) that is readily adapted to carry out the present invention. In this regard, the otherwise conventional site development tool 1008 is enhanced to include, for example, the capability to encode a bit-mapped image file with an identification code (URL address, for example) according to the present invention. A software program, written for an Indigo workstation manufactured by Silicon Graphics, Inc., suitable for such tool enhancement is provided in Appendix B. Appendix B is provided in a file called "090775code.txt" stored on a compact disc in the file of this patent application. In the present embodiment, it is contemplated that the commercial or transaction based hot objects may be steganographically embedded with URL addresses (or other information) using any of the universal codes described above.

Please amend paragraph 0317 as follows:

[0317] The foregoing portions of this description also detailed a preferred technique for reading or decoding steganographically embedded information (see, generally, Fig. 3 and the text associated therewith) that is readily adapted to carry out the present invention. In this regard, the otherwise conventional browser 1010 is enhanced to include, for example, the capability to analyze encoded bit-mapped files and extract the identification code (URL address, for example). Software programs, written for an Indigo workstation manufactured by Silicon Graphics, Inc.

and suitable for such browser enhancement are provided in Appendices B and C. Appendices B and C are provided in a file called "090775code.txt" stored on a compact disc in the file of this patent application.

Please cancel appendices B-D from the patent application. These appendices are being provided on compact disc, and appendices B-D are incorporated by reference into the application.